

Title	Competition in the global TV set industry 1975-1990
Sub Title	
Author	ベルンデソン, マリア 古川公成
Publisher	慶應義塾大学大学院経営管理研究科
Publication year	1991
Jtitle	
JaLC DOI	
Abstract	
Notes	修士学位論文. 1991年度経営学 第876号 複写許諾が必要
Genre	Thesis or Dissertation
URL	https://koara.lib.keio.ac.jp/xoonips/modules/xoonips/detail.php?koara_id=KO40003001-00001991-0876

慶應義塾大学学術情報リポジトリ(KOARA)に掲載されているコンテンツの著作権は、それぞれの著作者、学会または出版社/発行者に帰属し、その権利は著作権法によって保護されています。引用にあたっては、著作権法を遵守してご利用ください。

The copyrights of content available on the Keio Associated Repository of Academic resources (KOARA) belong to the respective authors, academic societies, or publishers/issuers, and these rights are protected by the Japanese Copyright Act. When quoting the content, please follow the Japanese copyright act.

学生氏名 ベルンデソン・マリア

主査 古川 公成

副査 小野桂之介

和田 充夫

所属 古川 公成 研究室

Competition in the Global TV Set Industry 1975-1990

The intention with this thesis is clarify the key factors for success for the global TV industry in a historic perspective with emphasis on the years from 1975 to 1990. To make this analysis I have divided the development of the TV Industry into three phases, 1. The domestic market phase that lasted until the beginning of the 1960s, 2. The mass market phase which continued until the mid-1970s, 3. The consumer electronic market phase which we live in today. At the same time I have divided technological development into three stages, 1. Black-and-White TV, 2. Color TV, 3. Audiovisual systems and I have covered the three main markets in the world, the U.S., Europe and Japan.

I have reached the following conclusions, that during the first phase technological knowhow was the important factor for being able to be manufacturer of TV sets. In the second phase, it became important to have efficient production facilities in order to supply a mass market. Japanese TV set manufacturers were successful in this field, which expanded these companies' shares in especially the U.S. market but this, at the same time led to trade issues over inequalities of trade. In the third stage, the TV set market has changed character from being a one product market, TV sets, into a market with many differentiated products such as VCRs, handycams etc., and at same time politics has become a very decisive factor in consumer electronics.